

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 397 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-0698  
(864) 576-7777 FAX (864) 587-4480

Original

|  |                                 |   |
|--|---------------------------------|---|
| <b>Client:</b> Jim Davis/ R/ NC State Senate | <b>Submission Cost:</b> 9575    | <b>Campaign Ref:</b> E:063646220        |
| <b>Buyer:</b> Senate                         | <b>Client/Product/Estimate:</b> | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 10/08/12 to 10/21/12  | <b>Weeks:</b> 2                 | <b>Order Ref:</b> 06364622              |
| <b>Est./PO Number:</b> 06364622              | <b>Contract type:</b> Political | <b>Business Type:</b> General           |
| <b>Associated Copies:</b> No                 |                                 | <b>Business Category:</b> Transactional |

|                                      |                            |   |
|--------------------------------------|----------------------------|---|
| <b>Product:</b> Jim Davis Sds0*Sp12* | <b>Booking Group:</b> WSPA | <b>Key Market:</b> Greenville Spartanburg Asheville |
| <b>Demographic:</b> (L) Household    | <b>Order:</b>              |   |

| Ref  | Sales Product Details  | Rev Type | Rate | Spot Type   | 10/08        | 10/15 | Total | Cost |
|--|--|----------|------|-------------|--------------|-------|-------|------|
| 1  | Sun 9a ET / 8a CT CBS Sunday Morning News<br>.....S Isolations: W/C 10/08 .....S | 04       | 275  | 30<br>Comme | Nbr of Spots | 1     | 1     | 275  |
| 2  | M-F 9a Dr Phil<br>MTWTF..  | 05       | 150  | 30<br>Comme | Nbr of Spots | 5     | 5     | 750  |
| 3  | M-F 9a Dr Phil<br>M.....   | 05       | 150  | 30<br>Comme | Nbr of Spots | 1     | 1     | 150  |
| 4  | M-F 10a Your Carolina<br>MTWTF..   | 05       | 75   | 30<br>Comme | Nbr of Spots | 5     | 5     | 375  |
| 5  | M-F 10a Your Carolina<br>M.....  | 05       | 75   | 30<br>Comme | Nbr of Spots | 1     | 1     | 75   |
| 6  | Tue 8p ET / 7p CT NCIS<br>.T.....  | 04       | 2500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2500 |
| 7  | CBS NFL Today Sun<br>MTWTFSS Isolations: W/C 10/15 .....S                        | 06       | 225  | 30<br>Comme | Nbr of Spots | 2     | 2     | 450  |
| 8  | Sun 1p ET / 12p CT NFL On CBS  | 04       | 750  | 30<br>Comme | Nbr of Spots | 2     | 2     | 1500 |
| <b>Weekly Totals: Total Spots(Ord Spots)</b> |  |          |      |             | 18           | 4     | 22    |      |

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| Ref                           | Sales Product Details            | Rev Type | Rate | Spot Type   | 10/08             | 10/16 | Total | Cost |
|-------------------------------|----------------------------------|----------|------|-------------|-------------------|-------|-------|------|
| 9                             | Sat SEC Football<br>.....S.      | 05       | 750  | 30<br>Comme | Nbr of Spots<br>2 |       | 2     | 1500 |
| 10                            | Sat CBS NCAA Football<br>.....S. | 04       | 1000 | 30<br>Comme | Nbr of Spots<br>2 |       | 2     | 2000 |
| <b>Weekly Totals:</b>         |                                  |          |      |             | 18                | 4     | 22    |      |
| <b>Total Spots(Ord Spots)</b> |                                  |          |      |             | 18                | 4     | 22    |      |

|                     |  |  |  |                          |  |       |     |
|---------------------|--|--|--|--------------------------|--|-------|-----|
| <b>Grand Totals</b> |  |  |  | <b>Month 10 Weeks: 4</b> |  |       |     |
| <b>Totals</b>       |  |  |  | 10/08                    |  | 10/15 |     |
| Spots               |  |  |  | 22                       |  | 18    |     |
| Cost                |  |  |  | 9575                     |  | 8900  |     |
|                     |  |  |  |                          |  |       | 675 |

|                      |  |                     |          |
|----------------------|--|---------------------|----------|
| <b>Grand Totals:</b> |  | <b>Spots:</b>       | 22       |
|                      |  | <b>Gross Total:</b> | 9,575.00 |
|                      |  | <b>Commission:</b>  | 1,436.25 |
|                      |  | <b>Net Total:</b>   | 8,138.75 |